

Message Text

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TAGS: OEXC, UR (MCCALL ROBERT)
SUBJ: AMSPEC IN ART: ROBERT MCCALL

REF: STATE 291731

1. MATERIALS SENT BY DEPARTMENT ON SPACE ARTIST ROBERT MCCAL RECEIVED DECEMBER 4. UNFORTUNATELY THEY CONFIRM EARLIER APPRAISALS BASED ON PHOTOGRAPHS IN "AMERICA ILLUSTRATED" THAT MCCALL'S WORKS DO NOT, REPEAT NOT, REPRESENT THE DYNAMIC AND INNOVATIVE ASPECTS OF CONTEMPORARY AMERICAN SOCIETY WHICH EMBASSY WISHES TO PORTRAY THROUGH OFFICIAL EXCHANGE PROGRAM.

2. REPRESENTATIVES OF UNION OF ARTISTS WHO PARTICIPATED IN EXCHANGE IN SEPTEMBER PRAISED WORKS AND HOSPITALITY OF MR. AND MRS. MCCALL AND INDICATED SHARED VIEWPOINTS ON ART. ALSO MCCALL'S ASSOCIATION WITH NASM WOULD GIVE CONVENIENT PEG FOR THEM TO HANG EXCHANGE ON. EMBASSY APPRECIATES HOSPITALITY EXTENDED BY MCCALS TO SOVIET EXCHANGEES AND REALIZES THAT ARRANGING FULL EXPOSURE PROGRAM FOR HIM COULD BE ACHIEVED WITH LITTLE EFFORT ON PART OF AMERICANS BECAUSE OF ACCEPTABILITY OF HIS STYLE AND MODUS OPERANDI TO SOVIET ART OFFICIALS. HOWEVER, EMBASSY JUDGES STRUGGLE TO OPEN DOORS FOR ARTISTS OF THE CALIBRE AND ORIGINALITY OF RIVERS AND SEGAL MORE PROFITABLE FOR PROGRAM IN SPITE OF ADMITTEDLY MEAGER AUDIENCES SO FAR.

3. EMBASSY, THEREFORE, DECLINES SUGGESTION TO PROPOSE
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ARTIST ROBERT MCCAL FOR AMSPC GRANT TO THE USSR, BUT SUGGESTS

THAT HE AND DEPT RAISE QUESTION WITH NASM ABOUT ITS FUNDING TRAVEL FOR MCCAL IN EXCHANGE OF SPACE ARTISTS WITH USSR. EMBASSY NOTES SMITHSONIAN'S SPECIFIC INTEREST IN ANDREY SOKOLOV. EMBASSY WOULD COLLABORATE IN SUCH A PROGRAM, WHICH COULD BE OF VALUE IN OVERALL EXCHANGE.

4. FOR OFFICIAL EXCHANGE WITH UNION OF ARTISTS WHEREBY EACH NOMINATES ITS CANDIDATES WITHOUT QUESTION OF APPROVAL BY RECEIVING SIDE, REQUEST DEPARTMENT QUERY POSSIBILITIES OF RECEIVING RAUSCHENBERG, MOTHERWELL, DINE, NEVELSON, FRANKENTHALER. EMBASSY BELIEVES THAT SUCH WELL-KNOWN ARTISTS WITH EXHIBIT CREDENTIALS WOULD CUT MORE ICE WITH SOVIET ARTISTS THEMSELVES, AND THAT LARGER AUDIENCES COULD BE ACHIEVED BY EARLIER CAMPAIGNING WITH UNION FOR WORTHWHILE PROGRAM.
MATLOCK

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